

# PhD in Architecture. History and Project

## Research Title.

China's dwelling landscape. Housing cultures between market solutions and design innovations

<b>Funded by</b>	DAD/CCIAA/Ateneo fondi CRT
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<b>Context of the research activity</b>	<p>The industrialized approach to housing is by its nature a complex and cross-disciplinary field of research and practice, in which architectural design, the history of housing cultures and forms, and the circulation of urban and architectural models configure both key sources of economic growth and new definitions of social expectations and aspirational lifestyle. Since 1979, a number of disruptive changes have redirected the housing sector in China, from a public welfare supply model to a market-driven one. In this context, large scale residential estates have shaped taste and lifestyle aspirations of domestic consumers, establishing the standards of the “urban good life”, as well as forming new urban identities, beyond policies and normative directions.</p> <p>For the China Center, based at Politecnico di Torino, exploring the connections between research fields and industrial applications with both Italian and Chinese partners is one of the key goals. For this reason, and in line with the strategy of Politecnico di Torino towards the establishment of a “legal entity” in China, this PhD fellowship is promoted in cooperation with the Torino Chamber of Commerce, as part of the broader programme of internationalization named <i>Piemonte Home &amp; Design</i> that supports regional enterprises entering the Chinese market.</p>
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	<p>Based on the shared interest of bridging knowledge of the past and future dwelling models, based on evidence-based design work, the proposed research work is embedded in DASP PhD programme. Related activities will focus on the residential real estate market in China, with a specific focus on the relationship between emerging lifestyles, new distinctions and inequalities based on commodification, and dwelling types. In this regard, new approaches and methodological tools are needed in order to decipher a complex, and constantly changing market and its dynamics.</p> <p>The PhD fellowship is intended to assess housing design strength and potentialities in Chinese cities, housing markets and homebuyer targets definition, as well as the production of tailor made marketing strategies. Research work builds on the interests of Piedmont enterprises for international strategies in the field of housing architecture and design.</p>
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<p><b>Objectives</b></p>	<p>This fellowship at DASP will work on the design features of past and future dwelling products in the Chinese real estate market. PhD research work will pursue five main objectives:</p> <ul style="list-style-type: none"> <li>- mapping China’s real estate market dynamics, assessing macro-indicators well-established in literature and their relationship with the normative framework;</li> <li>- grounding the analysis of real estate major players in the understanding of their “home design” marketing strategies;</li> <li>- exercising evidence-based design and research strategies to explore the relationships between housing forms and homebuyers’ lifestyles, as key to identify different segments of the Chinese housing market;</li> <li>- entering the ordinary practices of Chinese real estate developers, to have insight of their design and marketing strategies, and the reasons behind them;</li> <li>- elaborating an imaginative design framework for future dwelling units, according to previous analysis, to be communicated and discussed with non-academic audience.</li> </ul>
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<p><b>Skills and competencies for the development of the activity</b></p>	<p>Candidates who apply for this position at DASP should:</p> <ul style="list-style-type: none"> <li>- hold a Master Degree in Architecture, Urban Planning or related disciplines that include specific training in design-based practice;</li> <li>- be familiar with housing and urban design, possibly in the Chinese context;</li> <li>- be skilled and interested in executive design, also in connection with manufacturing and construction companies;</li> <li>- demonstrate independent and critical thinking in drafting their</li> </ul>
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research statement, making competent use of references to academic literature, technical literature and design as a research method;

- have excellent knowledge of English as a work language;

- have some experiences with survey methods and data organisation, even in non-academic environments;

have outreaching skills, dialoguing with both academic and non-academic counterparts.

Previous international experiences are welcome, and candidates should be in the conditions to spend up to 9-12 months in China.